HAIR CARE • BRAZILIAN TECHNOLOGY • SALON PROFESSIONAL

FLORACTIVE

PROFESSIONAL INDIA

Nanoplastia & Tanninoplastia Hair Treatments • Professional Salon Hair Care Products

floractive.in

Your Guide to Complete Hair Transformation

ABOUT THE BRAND

About Floractive Professional India

Since 2011, Floractive has combined Brazilian technology and nature to craft distinctively high-standard professional hair care products. As a professional hair care brand in India buy online, Floractive brings salon-grade nanoplastia hair treatment India solutions and home-care rituals to salon owners, hair stylists and end consumers across the country.

Our Mission

Deliver efficient, high-safety professional hair treatments for stylists and end customers alike.

Our Vision

Be India's most trusted name in salon professional hair care products and treatments.

Why Professionals Choose Us

Brazilian-sourced actives, formaldehyde-free formulas and consistent, repeatable salon results.

A DREAM PROJECT

Jane Sarrasi & Wilson de Oliveira

Presidents of Floractive, united by a vision to deliver maximum-safety, high-performance hair care for professionals and consumers.

Designed in Paris • Formulated with Brazilian Actives

UNDERSTANDING HAIR HEALTH

Why Hair Treatments Matter

Daily heat styling, colouring, humidity and hard water leave hair rough, frizzy and prone to breakage. Professional salon treatments and the right home-care hair mask for damaged hair India routine restore strength, shine and manageability — before problems become permanent.

75+

washes of straight, frizz-free results with W One Nanoplastia

0%

formaldehyde across Floractive treatment formulas

5-in-1

action from a single Bluetox hair botox application

10+

professional formulas across treatment & home-care ranges

COMMON HAIR PROBLEMS WE SOLVE

- Frizz & Humidity Damage
- Chemical & Colour Damage
- Heat-Styling Breakage
- Dryness & Split Ends

MARKET LANDSCAPE

Professional Hair Care Industry in India

Rising Market Growth

India's professional hair care and salon treatment segment continues to expand, driven by rising grooming awareness in metro and Tier-2 cities.

Evolving Salon Trends

Salons increasingly favour formaldehyde-free nanoplastia and tanninoplastia straightening treatments over older keratin systems.

Growing Customer Demand

Consumers now expect salon treatment kits for coloured hair and matching home-care routines to protect their investment.

OUR POINT OF DIFFERENCE

Why Floractive Professional

Brazilian Technology

Formulas rooted in Brazil's flora and professional salon science.

Premium Ingredients

Cysteine, Argan, Macadamia, Moringa and organic acids in every formula.

Formaldehyde-Free

Safer, professional-grade smoothing without harsh chemical release.

Salon-Proven Results

Up to 100% straight, frizz-free, shiny results, wash after wash.

THE COMPLETE RANGE

Salon Professional Hair Care Products India

Nine professional formulas spanning in-salon treatments and home-care rituals — everything a salon or distributor needs under one brand.

W One Nanoplastia Treatment

1000 ml

Nanoplastia Hair Treatment India

Bluetox 5-in-1 Hair Botox

5-in-1 Formula

Tanninoplastia Straightening Treatment India

Marroco Tech Oil Fusion

1 Litre

Salon Treatment Kits for Coloured Hair

Mask Botox (Macadamia)

500 g

Home-Care Hair Mask for Damaged Hair India

Nutrition Ritual Mask

500 g

Instant Reconstruction Hair Mask

Serum Illuminador

Leave-In Serum

Frizz Control Hair Serum India

Reconstruction Ritual Mask

500 g

Hair Reconstruction Ritual Therapy

W One Shampoo

300 ml

Best Shampoo for Keratin Treated Hair India

Marroco Shampoo & Conditioner Combo

300 ml Duo

Salon Treatment Kits for Coloured Hair

W One Nanoplastia Treatment

1000 ML

TARGET AUDIENCE

Salon Owners & Hair Stylists

Book This Treatment at Your Salon

NANOPLASTIA HAIR TREATMENT INDIA

W One Nanoplastia Treatment

A one-step nanoplastia hair reconstruction system enriched with Cysteine, Coconut Oil, Olive Oil and Flaxseed Oil for up to 100% straight, shiny, frizz-free hair.

KEY INGREDIENTS

Cysteine, Coconut Oil, Olive Oil, Flaxseed Oil

IDEAL HAIR TYPE

Thick, virgin or henna-coated hair

PROFESSIONAL USAGE

In-salon application: saturate 60–90 minutes, iron in thin sections, results last up to 75 washes

Bluetox 5-in-1 Hair Botox

5-IN-1 FORMULA

TARGET AUDIENCE

Hair Colour & Blonde Specialists

Add Bluetox to Your Treatment Menu

TANNINOPLASTIA STRAIGHTENING TREATMENT INDIA

Bluetox 5-in-1 Hair Botox

A 5-in-1 hair botox with violet-based pigment that neutralises yellowing while moisturising, reducing frizz and adding thermal protection to coloured, chemically-treated hair.

KEY INGREDIENTS

Blueberry extract, organic fruit acids, lactic acid, arginine

IDEAL HAIR TYPE

Weak, sensitive, coloured or chemical-treated hair

PROFESSIONAL USAGE

Saturate 40–45 minutes, iron 13–15 strokes per section, results last up to 40 washes

Marroco Tech Oil Fusion

1 LITRE

TARGET AUDIENCE

Full-Service Hair Salons

Explore Tech Oil Fusion for Your Salon

SALON TREATMENT KITS FOR COLOURED HAIR

Marroco Tech Oil Fusion

Powered by Bio-Lipid Shield Technology and 8 botanical oils, proteins and butters, Tech Oil Fusion rebuilds the hair cortex and cuticle for lasting softness and shine.

KEY INGREDIENTS

8 botanical oils, bio-identical lipids, essential fatty acids

IDEAL HAIR TYPE

All hair types, especially heat-styled or coloured hair

PROFESSIONAL USAGE

One-step in-salon fusion treatment, 60–90 minutes, no deep-cleanse shampoo required

Mask Botox (Macadamia)

500 G

TARGET AUDIENCE

Premium Hair Care Consumers

Recommend Mask Botox to Clients

HOME-CARE HAIR MASK FOR DAMAGED HAIR INDIA

Mask Botox (Macadamia)

An SOS recovery mask rich in Vitamin B, E, Omega 7 and Selenium that reverses the effects of bleaching, straightening and colouring for silky, revitalised hair.

KEY INGREDIENTS

Macadamia oil, Vitamin B & E, Omega 7, Selenium

IDEAL HAIR TYPE

Bleached, straightened, coloured or chemically damaged hair

PROFESSIONAL USAGE

Weekly at-home ritual, 10–15 minutes with heat activation

Nutrition Ritual Mask

500 G

TARGET AUDIENCE

Salon Retail & Home-Care Shelves

Stock Nutrition Ritual In-Salon

INSTANT RECONSTRUCTION HAIR MASK

Nutrition Ritual Mask

Enriched with Vitamin E and Moringa oil, this instant nutrition mask reduces frizz, restores moisture and brings new life to colour-treated and chemically processed hair.

KEY INGREDIENTS

Vitamin E, Moringa oil

IDEAL HAIR TYPE

Coloured, damaged or chemically-treated hair

PROFESSIONAL USAGE

Apply on damp hair, massage 15 minutes, rest 5 minutes, rinse

Serum Illuminador

LEAVE-IN SERUM

TARGET AUDIENCE

Daily Frizz-Control Users

Pair Every Treatment with Serum Illuminador

FRIZZ CONTROL HAIR SERUM INDIA

Serum Illuminador

A concentrated blend of vitamins, minerals and antioxidants that rejuvenates chemically-damaged hair, controls frizz and doubles as a heat protectant before styling.

KEY INGREDIENTS

Vitamins, minerals, antioxidants (Macadamia-based)

IDEAL HAIR TYPE

Damaged, dry or frizz-prone hair

PROFESSIONAL USAGE

Apply pre-treatment or before blow-dry and flat-iron styling

Reconstruction Ritual Mask

500 G

TARGET AUDIENCE

Post-Treatment Maintenance Clients

Extend Salon Results at Home

HAIR RECONSTRUCTION RITUAL THERAPY

Reconstruction Ritual Mask

A vegetable protein and coconut oil formula that reconstructs fragile hair bonds, delivering deep hydration and lasting strength for damaged, chemically-treated hair.

KEY INGREDIENTS

Vegetable protein, coconut oil

IDEAL HAIR TYPE

Damaged and chemically-treated hair

PROFESSIONAL USAGE

Weekly ritual: massage 15 minutes, rest 5 minutes, pair with W One Conditioner

W One Shampoo

300 ML

TARGET AUDIENCE

Keratin-Treated Hair Clients

The Right First Step After Treatment

BEST SHAMPOO FOR KERATIN TREATED HAIR INDIA

W One Shampoo

A pH-4 balanced, lightweight cleanser enriched with Active Amazon and coconut oil, formulated to protect keratin and nanoplastia-treated hair with every wash.

KEY INGREDIENTS

Active Amazon (Brazilian palm derivative), coconut oil

IDEAL HAIR TYPE

Keratin, nanoplastia or colour-treated hair

PROFESSIONAL USAGE

Gentle daily or alternate-day cleanse, no sulphates

Marroco Shampoo & Conditioner Combo

300 ML DUO

TARGET AUDIENCE

Distributors & Retail Customers

Perfect Retail Take-Home Combo

SALON TREATMENT KITS FOR COLOURED HAIR

Marroco Shampoo & Conditioner Combo

An Argan oil-enriched shampoo and conditioner duo rich in antioxidants, Vitamin A and Omega 6 & 9, nourishing and fortifying coloured or damaged hair.

KEY INGREDIENTS

Argan oil, Vitamin A, Omega 6 & 9 fatty acids

IDEAL HAIR TYPE

Coloured, damaged or chemically-treated hair

PROFESSIONAL USAGE

Daily home-care duo to extend salon treatment longevity

TREATMENT SCIENCE

What Is Nanoplastia Hair Treatment?

Nanoplastia is a cutting-edge nanoplastia hair treatment India procedure that restructures the hair fibre using amino-acid-rich formulas such as Cysteine. Under controlled heat, these actives penetrate the cortical layer, stabilising the hair's internal structure for long-lasting straightness without formaldehyde.

KEY HIGHLIGHTS

- Amino-acid formula penetrates the hair cortex
- Heat-activated for lasting structural change
- Formaldehyde-free, salon-safe process
- Suited to thick, virgin or henna-coated hair

TREATMENT SCIENCE

What Is Tanninoplastia Straightening Treatment?

Tanninoplastia straightening treatment India uses natural, chemical-conscious components to smooth and straighten hair strands. Floractive's Bluetox brings a modern tanninoplastia-style approach with violet pigments and botanical actives for long-lasting transformation.

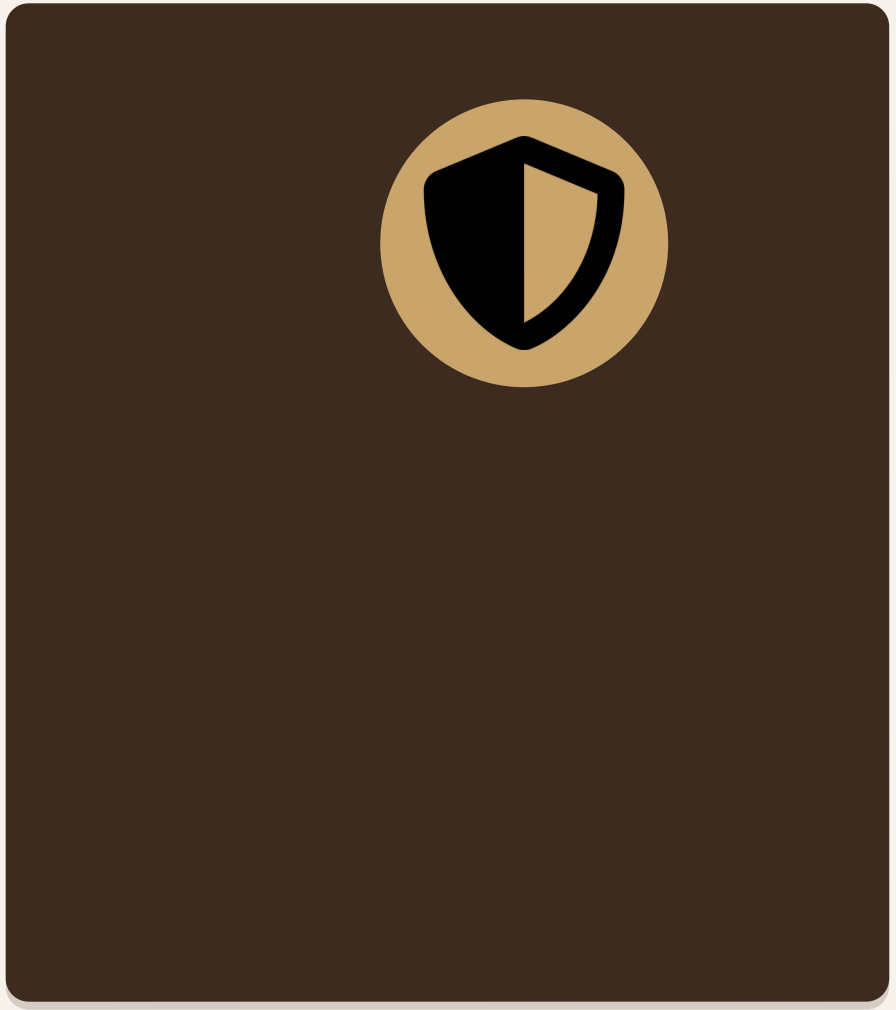
KEY HIGHLIGHTS

- Smooths and straightens without harsh chemicals
- Neutralises brassy or yellow tones
- Delivers long-lasting shine and softness
- Ideal for coloured or chemically-treated hair

TREATMENT SCIENCE

Understanding Hair Reconstruction Ritual Therapy

Hair reconstruction ritual therapy rebuilds fragile internal bonds using vegetable proteins and nourishing oils. Floractive's Reconstruction Ritual works on both the cuticle and cortex, restoring strength to damaged and chemically-treated hair.



KEY HIGHLIGHTS

- Rebuilds internal hair bonds
- Works on both cuticle and cortex
- Deep hydration with lasting shine
- Recommended after every chemical service

TREATMENT SCIENCE

What Is Hair Botox? Meet Bluetox

Hair botox is a smoothing and repair treatment — not a Botox injection — that fills and seals the hair fibre. Floractive Bluetox is a 5-in-1 hair botox that moisturises, controls frizz, tones, reduces volume and protects against heat in a single step.

KEY HIGHLIGHTS

- 5-in-1 action in one professional treatment
- Violet pigment corrects unwanted tones
- Reduces volume and controls frizz
- Best for weak, sensitive or colour-treated hair

Hair Mask vs Conditioner: What's the Difference?

Understanding when to use a hair mask versus a conditioner helps professionals recommend the right home-care hair mask for damaged hair India routine to every client.

	Hair Mask (e.g. Reconstruction Ritual)	Conditioner (e.g. W One 3-in-1)
Purpose	Deep repair & reconstruction	Daily detangling & softness
Frequency	1–2 times per week	Every wash
Contact Time	10–15 minutes	2–5 minutes
Best For	Damaged, chemically-treated hair	Maintenance of healthy hair
Key Result	Restored strength & elasticity	Smooth, manageable finish

HOME CARE EDUCATION

Building the Best Home Hair Care Routine for Frizz Control

A consistent home-care routine protects every professional salon investment.

Sulphate-Free Cleansing

Use a pH-balanced shampoo like W One Shampoo to avoid stripping treated hair.

Weekly Mask Ritual

Apply a reconstruction or nutrition mask once or twice a week for deep repair.

Leave-In Serum

Seal the cuticle with Serum Illuminador before heat styling for lasting shine.

Heat Protection

Always apply a thermal protectant before blow-drying or flat-ironing.

SALON TREATMENT GUIDE

Professional Salon Hair Treatment Cost India

Professional salon hair treatment cost in India varies by technology, hair length and product used. Floractive's treatment range is positioned for salons that want repeatable, formaldehyde-free results at every price tier.

1

Home-Care Ritual

Masks, serums & shampoos

Weekly maintenance investment

2

Mid-Tier Treatment

Bluetox 5-in-1 Hair Botox

Colour correction & botox smoothing

3

Premium Treatment

W One Nanoplastia (1000 ml)

Full nanoplastia hair transformation

PROFESSIONAL TIPS

Hair Care Tips for Busy Professionals

Quick, effective routines for clients and stylists who are always on the move.

5-Minute Wash Routine

A lightweight shampoo and conditioner duo keeps hair fresh between salon visits.

Overnight Repair

Apply a leave-in serum before bed to wake up to smoother, more manageable hair.

Weekend Deep Treatment

Reserve one evening a week for a nourishing mask ritual and scalp massage.

Travel-Ready Care

Pack a compact serum and dry shampoo combo for on-the-go touch-ups.

FRIZZ MANAGEMENT

Frizz Control Hair Serum India: Daily Defence Tips

Humidity-proof your hair with the right products and application technique.

Apply on Damp Hair

Serum Illuminador works best distributed evenly on towel-dried hair.

Protect Before Heat

Always use a heat protectant before blow-drying or ironing frizzy sections.

Avoid Over-Washing

Washing less frequently helps retain natural and treatment oils.

Finish With Oil

A drop of Moringa oil on ends locks in shine and tames flyaways.

How to Choose Shampoo for Keratin-Treated Hair

The best shampoo for keratin-treated hair India protects your salon investment.

Sulphate-Free Formula

Sulphates strip the keratin bond — always choose gentle, sulphate-free cleansers.

pH-Balanced Care

A pH-4 formula like W One Shampoo maintains the hair's natural acidity.

Matching Conditioner

Pair with a matching conditioner to reinforce smoothness after every wash.

Wait Before Washing

Avoid washing for 72 hours post-treatment to let the bonds fully set.

SALON OPERATIONS

Salon Maintenance Tips for Consistent Results

Simple protocols that help salons deliver repeatable, premium outcomes.

Consultation First

Always begin with a thorough hair diagnosis before selecting a treatment.

Temperature Control

Adjust iron temperature to hair condition — sensitised hair needs lower heat.

Follow the Protocol

Stick to saturation and rinse timings for consistent, repeatable results.

Client Education

Send clients home with the matching home-care ritual for longer-lasting results.

AFTERCARE GUIDE

Post-Treatment Hair Care Tips for Longevity

Extend every salon result with the right post-treatment hair care tips.

Wait Before First Wash

Follow the recommended wait time before washing hair after any treatment.

Sulphate-Free Shampoo

Switch to a sulphate-free formula to protect the treatment bond.

Weekly Mask Care

A nourishing mask once a week keeps results looking salon-fresh for longer.

Regular Touch-Ups

Schedule maintenance treatments every 3–4 months for continuous results.

INGREDIENT EDUCATION

Organic Hair Care Ingredients to Look For

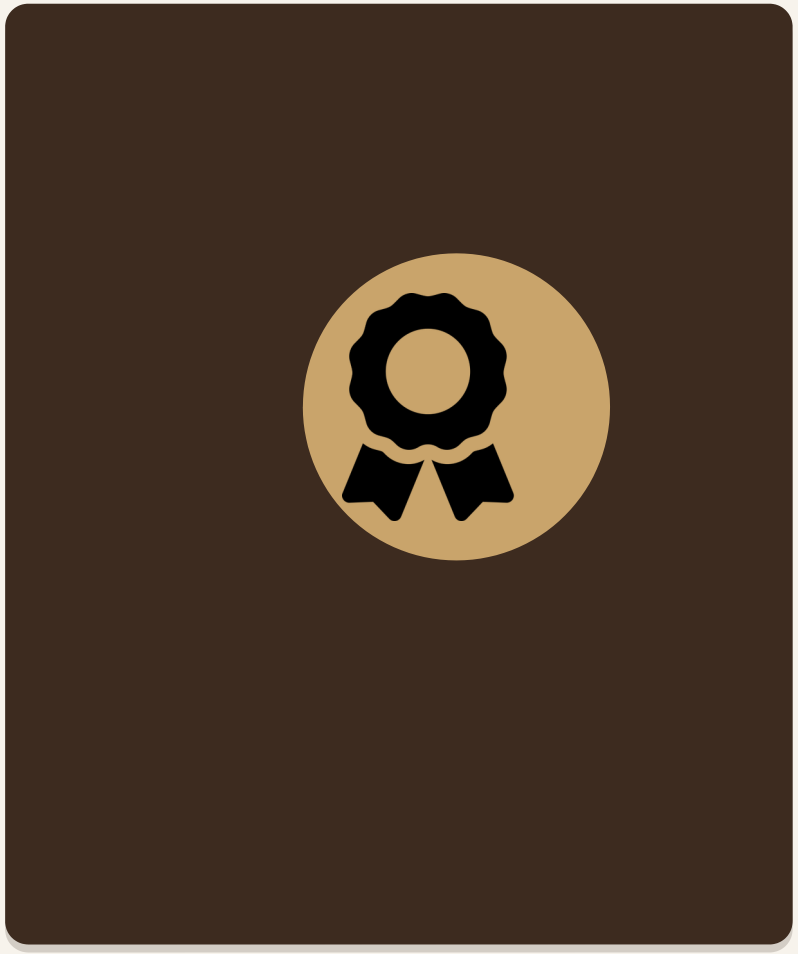
When evaluating any professional hair care brand in India buy online, look beyond marketing claims to the actives inside. Floractive formulas are built on Brazilian and worldwide flora — nourishing ingredients that work with the hair's natural structure rather than against it.

KEY HIGHLIGHTS

- Cysteine & amino acids for structural repair
- Argan, Macadamia & Moringa oils for nourishment
- Vitamin A, B & E for antioxidant protection
- Formaldehyde-free, cruelty-free, paraben-free

TRUST & RELIABILITY

Why Buy Floractive: A Trusted Brand



Since 2011

Over a decade of Brazilian hair-care innovation and salon trust.

Formaldehyde-Free Promise

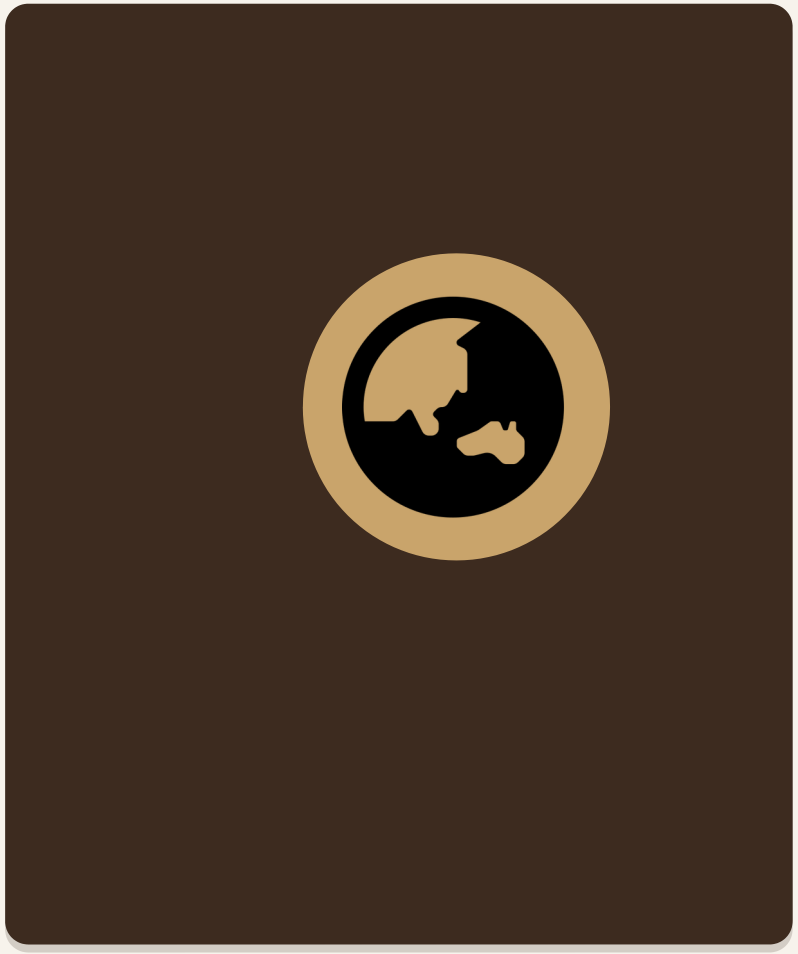
Every treatment is cruelty-free, paraben-free and preservative-free.

Professional Results

Consistent, repeatable outcomes trusted by salons across India.

PAN-INDIA ACCESS

Available Across India



Nationwide Shipping

Delivery within 10 working days, shipping all over India.

Easy Returns

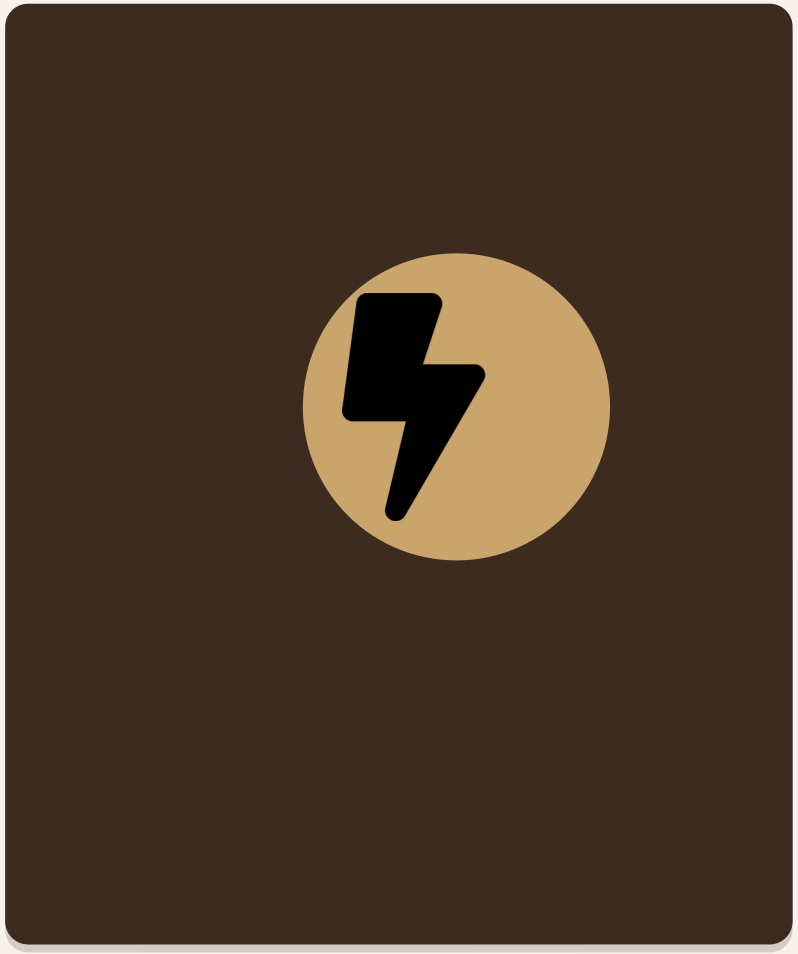
Courier pick-up within 5–7 business days for hassle-free returns.

Secure Payments

Peace of mind with secure, verified payment options at floractive.in.

PROFESSIONAL GUARANTEE

Why Buy Floractive: Professional Results



Same Day Wash, Same Day Colour

Most treatments allow immediate styling and colour service.

Up to 100% Straight Results

Engineered for consistent, salon-grade transformation.

WhatsApp Support

Direct professional support at +91 8928901954.

REAL SALON OUTCOMES

Customer Experience & Professional Results

Floractive treatments are designed to deliver consistent, photo-ready transformations that salons can proudly showcase and clients love to repeat.

BEFORE

Dry, frizzy, chemically-processed hair

AFTER

Smooth, shiny, salon-recommended result

Illustrative representation — actual results vary by hair type and treatment used.

FREQUENTLY ASKED QUESTIONS

Your Floractive Questions, Answered

What is nanoplastia treatment and how does it work?

It's a formaldehyde-free straightening system using amino acids like Cysteine that penetrate the hair cortex under heat for lasting smoothness.

How do I choose a shampoo for keratin-treated hair?

Pick a pH-balanced, sulphate-free formula such as W One Shampoo to protect and prolong treatment results.

What is the professional salon hair treatment cost in India?

Cost depends on treatment type and hair length — home-care rituals are the most affordable, nanoplastia the most premium.

What post-treatment hair care routine should I follow?

Use a sulphate-free shampoo, weekly mask and leave-in serum for at least the first 3 washes after any salon treatment.

GET IN TOUCH

Contact Floractive Professional India

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THANK YOU

Revealing the Beauty That Exists Within You

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